LEO BURNETT U.S.A.
Ad 1114—"ROOM AT THE TIP"—Req. No. 72268—Page—(8⅝ x 11⅛ inches)—4/c Bleed—National Magazines (Letterpress), 1982 (A)
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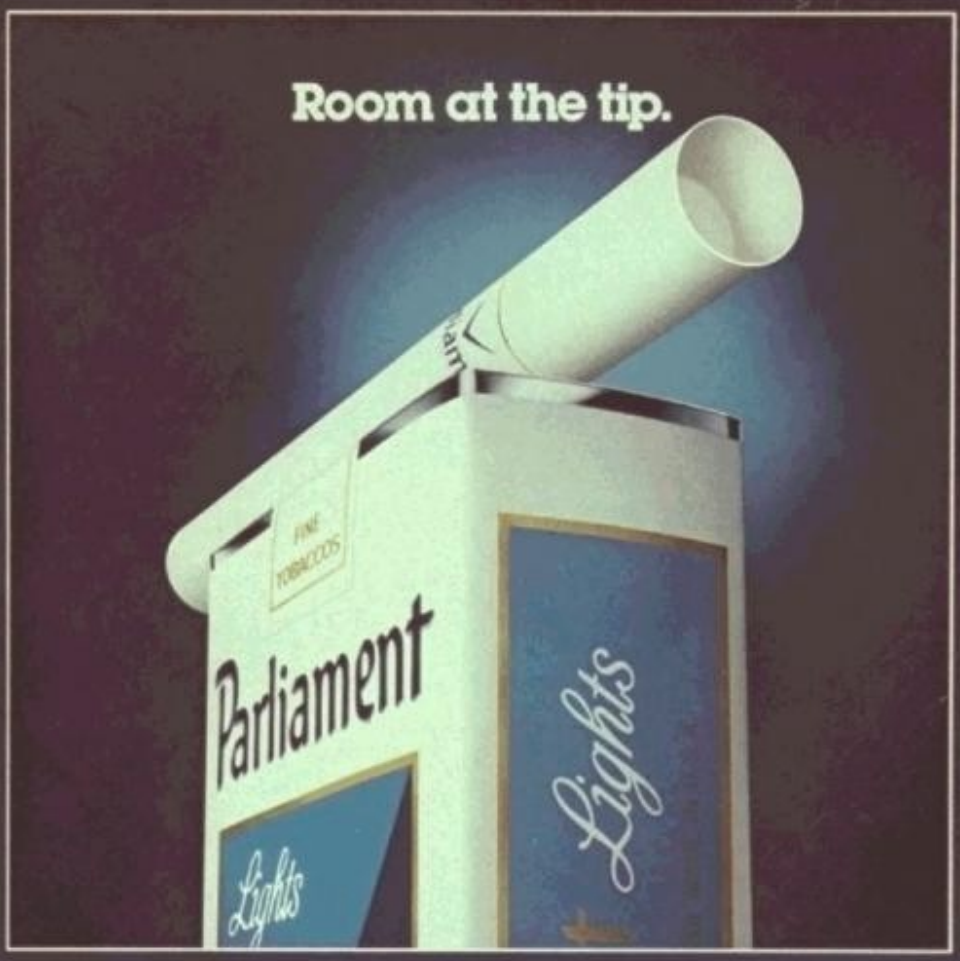
Room at the tip.



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We're pleased to announce a vacancy.

At the end of our cigarette.

This small opening keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that.

Which is why Parliament Lights are so tastefully light.

Because we provide the room for improvement.

Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 8 mg "tar," 0.6 mg nicotine—100's: 11 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Mar.'81.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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